

## ORDER



**Orders**  
**Order / Rev:** 714856 - 4  
**Alt Order #:** 06323403  
**Product Desc:** BEAN FOR FL SENATE  
**Estimate:** 481  
**Flight Dates:** 10/23/12 - 11/03/12  
**Original Date / Rev:** 09/19/12 / 11/01/12  
**Order Type:** Core

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Bean, A/ R / FI Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$3,000.00	\$2,550.00
10/29/12	11/03/12	6	\$1,500.00	\$1,275.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$3,000.00	\$2,550.00	0.00
November 2012	6	\$1,500.00	\$1,275.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$4,500.00</b>	<b>\$3,825.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	4%	\$4,500.00
Market	100%	\$112,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$2,250.00
WCWJ	0%	\$0.00
WJXT	33%	\$37,125.00
WTEV	30%	\$33,750.00
WTLV	31%	\$34,875.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/23/12	10/26/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			4		\$275.00		0.00				
2	WJXX	10/23/12	10/26/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			4		\$200.00		0.00				
3	WJXX	10/23/12	10/26/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Product Desc: BEAN FOR FL SENATE  
 Estimate: 481  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	10/23/12	10/26/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-TWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--		4			\$200.00	0.00					
4	WJXX	10/26/12	10/26/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$325.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	----F--		1			\$325.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/22/12-10/28/12		Fri Prime A		Fri 8p-9p	-----F----	:30		<del>(\$325.00)</del>	0.00	NM			
	Credited [CR]														
5	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	2	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-		2			\$150.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/22/12-10/28/12		FCN Sat News at 6:30		Sat FCN News W	-----Sa--	:30		<del>(\$150.00)</del>	0.00	NM			
	Credited [CR]														
2	WJXX	10/22/12-10/28/12		FCN Sat News at 6:30		Sat FCN News W	-----Sa--	:30		<del>(\$150.00)</del>	0.00	NM			
	Credited [CR]														
6	WJXX	10/28/12	10/28/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		2			\$150.00	0.00					
7	WJXX	10/28/12	10/28/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$500.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1			\$500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WJXX	10/22/12-10/28/12		Sun Prime A		7-8p	-----Su	:30		<del>(\$500.00)</del>	0.00	NM			
	Credited [CR]														
8	WJXX	10/29/12	10/29/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1			\$275.00	0.00					
9	WJXX	10/29/12	10/29/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		2			\$200.00	0.00					
10	WJXX	10/29/12	10/29/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1			\$200.00	0.00					
11	WJXX	11/02/12	11/02/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	----F--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--		1			\$225.00	0.00					
12	WJXX	11/03/12	11/03/12	AfternoonCollege Football AfternoonCollege Football	CM	Fri,Sat-Sun 12p-8p	-----S-	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1			\$400.00	0.00					
Totals													20	\$4,500.00	